

OCBC OPENS BRANCH IN TAMAN MOLEK, JOHOR***Taman Molek branch becomes second to reflect regional transformation initiative, offers weekend banking***

Johor Bahru, 28 September 2007 – OCBC Bank (Malaysia) Berhad today commenced operations in Taman Molek, Johor as a result of the relocation of another branch.

The new branch becomes the second – and the first in Johor – to reflect the Bank's regional branch transformation initiative aimed at offering customers enhanced levels of service, interaction and convenience. OCBC Bank had launched the initiative, involving an entirely new look and experience, when it opened its Bukit Damansara branch in July.

Located at 47-49 Jalan Molek 1/29, Taman Molek, 81100 Johor Bahru, the new three-storey Taman Molek branch occupies a total of about 12,000 square feet in space and is open seven days a week: 9.30am to 4.00pm Monday through Friday, 10.00am to 1.00pm on Saturday and 10.30am to 1.00pm on Sunday.

Speaking at a media conference to mark the commencement of operations of the branch, OCBC Bank's Director & CEO Dato' Albert Yeoh said the choice of location spoke volumes for the Bank's confidence in the growth prospects of Johor as a rising economic force, especially with the establishment of the Iskandar Development Region.

"We have always had a strong presence in Johor, having established branches in Johor Bahru, Kluang, Segamat, Muar and Batu Pahat. With the opening of our Taman Molek branch – the sixth in Johor – we are poised to enhance our presence here by contributing to the current and future financial needs of both individuals and businesses operating here.

"We see the Taman Molek community as one that is looking for products, services, channels and the relationship to help spur on their personal and business activities in order to achieve their aspirations. There are several residential areas in and around the vicinity that we believe are ready for the kind of offerings we have in store. In addition, there is a vast number of businesses operating here, and we believe our business banking services would be of great interest to them," he said.

According to OCBC Bank's Head of Business Banking, Mr Jeffrey Chew, the Taman Molek operations would serve the needs of the corporate and SME community by becoming the main business banking hub for the southern region. It would provide the convenience of a fully functional business banking centre, equipped with a complete suite of business financing and depository products and channels.

"We place utmost importance on understanding the varied needs of businesses today. Being strategically located to conveniently reach out to them is just one of those requirements as businesses tend to be highly mobile these days.

“As our southern regional hub, Taman Molek houses all our customer touch-points including a branch Head of Business Banking who oversees the region’s business to ensure a strong and coordinated business approach, together with his team of Relationship Managers and Business Development Managers. In addition, our specialist product partners have also placed representatives to serve this region as efficiently as possible,” he said.

Commenting on the Bank’s regional branch transformation exercise, Dato’ Yeoh said the redesign is an important part of OCBC Bank’s continuous transformation process and a reflection of its desire to serve customers better and make their visits to the Bank as enriching as possible.

Through the enhanced range of services and facilities housed in a more contemporary branch layout, OCBC customers can expect smoother service delivery for convenience and comfort, with streamlined processes that do not compromise on customer care or experience.

According to OCBC Bank’s Head of Consumer Financial Services, Mr Charles Sik, the long-time proposition of ‘Ask OCBC’ and the new ‘Talk-Enjoy-Reward-Learn’ customer engagement concept showcased in the branch design, are aimed at making it easier for consumers to approach and start a conversation with the Bank.

“Through this branch transformation initiative new digital platforms in the form of a large ‘Talking Q-Window’ greeting customers, user-friendly ‘Touchpoints’ and LCD displays, allow customers to interact freely with the Bank without having to join the main queue for conventional counter services.

“Customers trying out these new customer-interfaces can easily find out more about the Bank’s products and services, current promotions, customer rewards and even gain simple tips on money management,” he said.

At the main service counter, the use of ‘Teller Assisted Units’ or TAU, for counting notes makes over-the-counter cash transactions more efficient and transparent.

“As the cash is counted by TAU and not tellers, customers are able to receive ‘real-time’ indication of the total sum of cash in the transaction via a display screen, giving them greater peace of mind and increasing service efficiency,” Mr Sik added.

Other standard OCBC Bank offerings at the newly-opened Taman Molek branch include a self-service banking lobby known as *OCBC Fastlane*, a retail customer service area and teller services, a sizeable business banking centre to serve the needs of corporate, SME and community banking customers, and a premier banking centre for high net worth individuals.

The fully-automated *OCBC Fastlane* features cash and cheque deposit machines, alongside automated teller machines (ATMs). It provides 24-hour services, and is fully covered by CCTV and protected round-the-clock by security personnel, seven days a week.

Mr Henry Chin has been appointed Senior Manager and Head of Business Banking for the branch, while Ms Janice Cheah Han Ling serves as its Head of Consumer Business. The Taman Molek branch is staffed by about 60 people.

About OCBC Bank

Singapore's longest established local bank, OCBC Bank, currently has assets of S\$164 billion and a network of over 390 branches and representative offices in 15 countries and territories including Singapore, Malaysia, Indonesia, Thailand, Vietnam, China, Hong Kong SAR, Taiwan, Brunei, Myanmar, Japan, Korea, Australia, UK and USA. This network includes more than 280 branches and offices in Indonesia operated by OCBC Bank's subsidiary, PT Bank NISP. OCBC Bank and its banking subsidiaries offer a wide range of specialist financial services, from consumer, corporate, investment, private and transaction banking to global treasury and stockbroking services to meet the needs of its customers across communities.

OCBC Bank's insurance subsidiary, Great Eastern Holdings, is the largest insurance group in Singapore and Malaysia, in terms of assets and market share, and its asset management subsidiary, Lion Capital Management, is one of the largest asset management companies in Southeast Asia. Additional information may be found at www.ocbc.com.

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